



**Western Washington University
Associated Students
AS Communications Committee
October 4, 2021 - Microsoft Teams**

Board Members: *Chairperson* Ryan Morris(AS Communications Director), Jacob O'Donnell(AS Club Promotion & Outreach Coordinator), Belle Wright (AS Communications Coordinator), Kayla Cortes(AS Productions Assistant Director for Marking & Assessment), *Vice Chairperson* Mallory Schaeftbauer(ASVP for Activities)

Absent: Cami Olsen-Roth(AS Outback Engagement Coordinator), Ella Neumann(AS Outdoor Center Marketing Resources Coordinator), Roman Vieira(AS SAIRC Marketing & Assessment Coordinator), (KUGS Marketing and Development Director), (AS Review Representative), (ESC Coordinator for Marketing), (Environmental & Sustainability Programs Representative),

Advisory: Casey Hayden (*Productions*), Liam Cary-Eaves(Communications)

Guests: *Absent:* Maggie

Secretary: Eli W. Stanciu Jr.

Motions:

- | | |
|-----------|--|
| CC-21-F-1 | Postpone approval of... Passed. |
| CC-21-F-2 | Suspend the rules... Passed. |
| CC-21-F-3 | Make Action Item... Passed. |
| CC-21-F-4 | Branding Guide... Passed. |
| CC-21-F-5 | Adjourn... Passed. |

I. Call to Order

Ryan Morris, AS Communications Director, called the meeting to order at:

4:26PM

II. Roll Call of Members

III. Approval of Minutes

Motion CC-21-F-1-postpone By Morris

approval of minutes to Oct.
11th, 2021
To...

IV. **Info Items(Guests)** Vote:5-0-0 Action:**Passed**
Second:Cortes

Motion CC-21-F-2-Suspend By Morris
the rules
To...move to info items

Second:Schaefbauer Vote:5-0-0 Action:**Passed**

~~A. PC Requests, How to Use the Publicity Center (Maggie)~~

V. **Action Items(Guests)**

VI. **Info Items**

A. The Charter and Presenting it to the Board

1. Morris said that she had shared the changed charter with the committee to view and talk through changes. Morris said that the changes allowed for Cary-Evans and Hayden to be present at meetings, that it struck the project manager, lead designer, video coordinator from membership, and that the committee must meet biweekly. Morris said that the KUGS position name has changed.
2. Hayden said that the charter allows for decisions to be made by consensus.
3. O'Donnell said that consensus is nice but might not be effective.
4. Hayden said that consensus means that the meeting can move forward without a vote unless there are objections.
5. Morris said that the charter would be brought before the executive board.

B. What Major Projects Would We Like to Start During This Quarter?

1. Morris asked for ideas for projects.
2. Cortes talked about spreading information via word-of-mouth.
3. O'Donnell said that the AS had a strong media presence.
4. Morris said that Cortes had talked about laminated social media tags.
5. O'Donnell suggested that the AS should use prizes to encourage people to use AS social media.
6. Morris asked if Cortes could look into the social media pages the AS has.
7. Wright asked for the employee roster but Morris replied that only a summarized roster by department would be sent out.
8. Wright said that the committee should create a branding guide for AS social media.
9. Morris said accessibility could be part of the branding guide and O'Donnell agreed.

Motion CC-21-F-3-Make
Action Item
To...Vote on it.

By:Morris

Second:Cortes

Vote:5-0-0

Action:**Passed**

C. Any Major Updates From Programs/Offices?

1. Morris said that Wright will be making a post about open jobs in the AS.
2. Morris said that Sam will be running staff photos.

3. Wright said that there is a google form for social media “takeovers” for each department meaning that AS Productions and AS Communications can post on each other’s social media.

D. Anything That Needs Help Regarding Promotion?

1. Cortes asked that each AS office/department share simpler posts on social media, making a clear message.

VII. Action Items

Motion CC-21-F-4-Branding Guide
To...Create an AS Branding Guide

By:Morris

Second:O'Donnell

Vote:5-0-0
Yes:Wright,Cortes,
Schaeftbauer, O'Donnell
Morris

Action:**Passed**

VIII. Other Business

A. Reminder of Open Public Meetings Act

1. Stanciu informed the committee about certain facts about the OPMA and noted the parliamentary producer.

IX. Adjourn Meeting

Motion CC-21-F-5-Adjourn
To...

By:Morris

Second:Wright

Vote:5-0-0

Action:**Passed**

Morris adjourned the meeting at: 5:01PM

Doc 1...Charter